**Executive Summary**

There is no doubt that the Coca Cola Company is a successful transnational corporation, but success can be disregarded highly unless a company is upholding their corporate social responsibilities. After analysing collaborated research, the Coca Cola Company has been assessed to see how they meet the CSR standards.

**Introduction – What is Coca Cola?**

Originating in USA in 1886, The Coca Cola Company is a Transnational Corporation that sells more than 500 non-alcoholic beverages. It is the world’s leading owner and marketer of non-alcoholic liquid refreshments (Forward Looking Statements, 2009). In 1945, “Coke” was registered as an official trademark for the Coca-Cola Company as that is what it was most commonly known as among people who were speaking of the product (Coca-Cola 125 Years Booklet, 2010).

**Coca Cola is a TNC – What does this mean?**

Transnational Corporation means “Any corporation that is registered and operates in more than one country at a time; also called a multinational corporation.” (The Free Dictionary, 2011). Coca- Cola is a TNC because it went through the Globalisation process. Globalisation can be defined as “Growth to a global or worldwide scale.” (The Free Dictionary, 2011).

**What evidence is there that Coke is successful due to high quality management?**

There are two key parts of Coke’s vision. Firstly, their people section which states that Coke aspire to “Be a great place to work where people are inspired to be the best they can be” (*The Coca Cola Company, 2010)*. The second relevant ambition is linked with their customers, saying they wish to “Nurture a winning network of customers and suppliers, together creating mutual, enduring value. “(The Coca Cola Company, 2010).

Coke also endeavours to comply with their environmental obligations. In their vision they state they want to   
“Be a responsible citizen that makes a difference by helping build and support sustainable communities.” This is supported by their goals which are already in action, such as the hope that by 2015, 25% of their plastic used will come from recycled material. They also hope to regain a minimum of 50% of bottles and cans annually. These two changes will mean they are creating less waste for the environment, as they are re-using the resources.

Along with their environmental action plans, they have set in place a financing system where 1% of their annual income goes to helping develop and sustain communities globally.

* ~~Include an example of an effort at trying to comply with the CSR – environmental or social~~
* Possibly how their CSR policies affect their stakeholders
* Efforts to recognise employees – encouraging a positive work culture \* include the number of people employed by Coke, world-wide

http://www.thecoca-colacompany.com/ourcompany/mission\_vision\_values.html

http://wiki.answers.com/Q/What\_are\_the\_key\_success\_factors\_of\_coca\_cola

**What evidence is there that Coke respects the human rights of their employees?**

http://www.slideshare.net/ankitabaru/the-coke-scandal

http://www.liberianobserver.com/node/9453

http://www.gringo-times.com/articles/2007/santa-caught-in-coke-scandal.php

http://en.wikipedia.org/wiki/The\_Coca-Cola\_Company

**What evidence is there that Coke has implemented sustainable policies to protect the environment?**

Business and Enterprise – Stage 2 2011

http://en.wikipedia.org/wiki/The\_Coca-Cola\_Company

http://www.thecoca-colacompany.com/citizenship/environment.html

http://environment.about.com/od/waterpollution/a/groundwater\_ind.htm

**How successful, on the evidence that I have provided is Coke in upholding it’s CSR (Corporate**

**Social Responsibilities)?**

http://en.wikipedia.org/wiki/The\_Coca-Cola\_Company

http://www.slideshare.net/ankitabaru/the-coke-scandal

http://www.gringo-times.com/articles/2007/santa-caught-in-coke-scandal.php

**What recommendations can I make, encouraging Coke to improve its commitment to CSR?COKE –Transnational Corporation**

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